



Joe Hitchcock's Family Life in Carmel Valley

By Elizabeth Barratt, CVHS Historian

When they lived in Hitchcock Canyon (named for Joe Hitchcock, Sr.), the Hitchcock's nearest neighbors were the Steffani family who owned acreage east of the present Carmel Valley Village, part of which later became Camp Steffani. Other neighbors were Peter Sella who lived on what later became the Russell Ranch, now Stone-pine Estate. "Peter Sella built his house about 1891, planted a thousand French prune trees, and a vineyard. Across the river the Old McDougal house stood where Domenico Pedrazzi ran a dairy and made cheese."

Social gatherings happened when the planting and harvesting season didn't interfere. As Joe described it, "Our friends and neighbors had much fun with very little. The only musical instruments people had were the harmonica, guitar, banjo, fiddle, or accordion. My father played the accordion and one time he played for a dance at the Gerard Ranch. He was paid fifteen dollars for it. That was about a half-month's pay at that time." Organized social events were held at the Carmelo School until 1895, when neighbors built the Carmelo Athletic and Social Club, located at the entrance to Robinson Canyon Road.



Joe Hitchcock was a part of Carmel Valley long before most of us ever heard of it. He with his horse Laurel and dog Pal remained a part of our community until his death in 1968.

Joe's early family memories included playing with his brother Isaac and watching daily activities in the house. "I remember being puzzled at seeing my mother walk," he wrote. "As the skirts were long in those days you could see only one foot at a time, and I could not figure how a woman could walk with only one leg."

(See Hitchcock, page 6)

Update on the Effort to Preserve the Carmel Athletic and Social Club

By Kim Williams, CVHS President



The Carmelo Athletic and Social Club (The Barn) built in 1895 is located across Robinson Canyon Road from the orchard where The Farm Center would be built.

Recently CVHS Board Member Jeff Ohlson and I met with a team from the County of Monterey to review progress on the preservation of the Carmel Athletic and Social Club building. We discussed possible sites for relocation, funding mechanisms, and logistics. So far five organizations and businesses have contacted us to express their interest in preserving this historic building. If you have suggestions for relocation or to express interest in helping to preserve this wonderful building, drop me an email at cvhspresident@gmail.com. 🏠

A MESSAGE FROM CVHS PRESIDENT KIM WILLIAMS

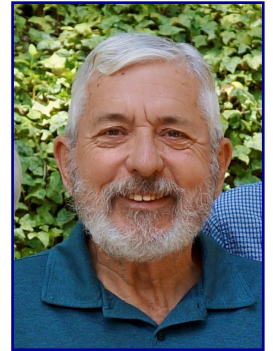
What a difference a decade makes. As we begin to plan for the 10th Celebration of the opening of the History Center Museum on December 9th, we've been pouring over photos from those early days of an empty display floor in December 2023 to the wonderful collection of exhibits and displays of today. We opened with just three exhibits and in the ensuing years have introduced dozens of wonderful stories about the history and heritage of Carmel Valley.

In addition, we've trained docents who have warmly welcomed our over 12,000 visitors, increased membership, established a strong organizational structure, introduced a website and virtual tour, begun digitization of our CV newspapers (thousands of pages are now online), and Historians Elizabeth Barratt and Jeff Ohlson have written numerous books as well as articles for this quarterly publication, *The Carmel Valley Historian*.

We've become one of the best small museums on the Monterey Peninsula in a short 10 years because of our passion for research and desire to introduce the best possible stories that interest and engage our visitors. It's quite an achievement.

And, this was all made possible by the generosity of our members and donors and some substantial grants from local foundations!

We hope you will save Saturday, December 9th and join us in formally celebrating the opening of the History Center Museum 10 years ago. The celebration will be held in conjunction with our traditional holiday party, and we look forward to seeing you then!



Kim Williams

VOLUNTEERS IN ACTION

The Fiesta-A Very Fun Event!



Billed by the Kiwanis as "Carmel Valley's Biggest Weekend," this year's event certainly seemed to live up to its tag line! A shoutout to volunteers Krissy Huston, Cynthia Lott, Jeff & Cherie Ohlson, Karl Pallastrini, Barbara Van Hagen, Anna Williams, and Kim Williams who greeted and talked with the almost over 250 visitors who came into the History Center and/or the 60 that stopped by the booth in the park. Also, a thank you to Alan Crockett who helped Jeff dismantle the booth and tent on Sunday that Kim had set up on Friday afternoon.

There were \$300 in book sales and \$117 in donations. The number of visitors this year now totals 1258, a nice bump of almost over 400 from this time last year.

The Heritage Tile Wall Is Nearly Full

The tiles on three sides of the History Center Museum are an enduring remembrance by donors who have honored family members (including pets), friends, and businesses with a heritage tile. The 400 tiles that have been purchased over the years have provided a great financial benefit to the History Center. Now the space is nearly full. We encourage you to consider a tile purchase and leave a legacy for the future before we run out of space!

Visit the History Center for a tile form when it is open on Saturday and Sunday or go online at carmelvalleyhistoricalsociety.org.



Only a few spaces left for tiles, the space will soon be filled. Order yours today!



This gives a new meaning to hands-on education. The Grizzly and the boy both survived!

FINANCIAL CONTRIBUTIONS (May, June, July)

General Fund: Bradley Cox, Bruce & Stacy Crane, Sheryl & John Dodsworth, Donna Dormody, Steven & Leslie Dorrance, Marianne Gawain, Dean Hatfield & Karolyn Stone, Sam & Alondra Klemek-Valdez, Ann Merville, Nancy Pryer, Gary & Sheri Tate, Art & Elaine Taylor, Warren & Penny Wood

Grants: Carmel Valley Garden Club

DONATIONS: DOCUMENTS, PHOTOS, ARTIFACTS, LIBRARY MATERIALS (May, June, July)

Lynn Butler: Book: *Flames Against the Dark*, *Saving America's Sacred Sites* by Lynn Butler

Sherie Dodsworth: Small booklet album and envelope of 3x5 photos from 1996 depicting Rosie's Bridge rebuild project and surrounding areas after flooding was cleaned up; various vintage newspapers and other ephemera

Brianna Matson: Two books by Joan Baez: "Am I Pretty When I Fly?" and "Daybreak"

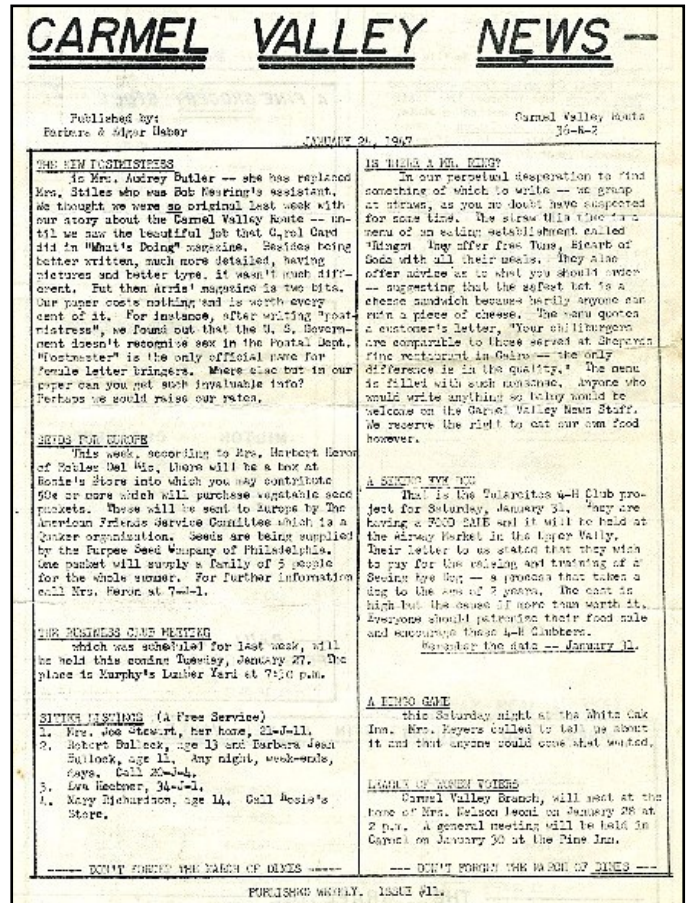
Brenda Shakal: Original sign from 2nd Little League Field at Dampierre Park "Jim Shakal Field" (long-time Kiwanis member and driver of Kid's Train at CV Fiesta), originally installed circa 1980, removed when new youth baseball took over

THANK YOU ALL FOR YOUR GENEROUS SUPPORT!

Newspapers in Carmel Valley By Elizabeth Barratt, CVHS Historian

A small local publication, begun in 1946, informed Carmel Valley residents of the latest news and events, such as who had just had a baby, bought a house, gone on vacation, or even when the next dance or baseball game was scheduled. By the 1960s, the focus changed when Valley population growth and looming public issues became subjects for the various local rags that came and went, each serving up area news to an appreciative readership.

Founded in November 1946, the **Carmel Valley News** became the first truly local newspaper. It was published by Ed and Barbara Haber, who as editors also at first ran off their tiny but news-filled publication on an electric multigraph set up in their living room. They sold advertising to fund the enterprise and enable its weekly distribution for free.



The Paisano enjoyed a brief publishing period, beginning in May 1948 and lasting for a short time. The publisher was Wilma Cook, who had previously worked for the Carmel Pine Cone, with Beth Ingels as Editor. The paper, published by the Carmel Pine Cone Press, was distributed weekly to residents of Cachagua, Jamesburg, Robles del Rio, Carmel Valley Corral de Tierra and Big Sur.

Judi and Sam Brandt edited and published **Carmel Valley News** for the Habers beginning in 1949 before it was sold to Mike Gould, who then sold it to Ben Prieth.

In 1952 Frances Andrews purchased the paper and it enjoyed a successful run. Besides its format upgrade from mimeograph to a photo-offset process, the paper was known for its peppy style and forthright reporting, enjoying a popular reading audience. Editors over time were Parker and Millie Kimbell as well as Shirley Stoddard, who

later went on to teach journalism at MPC. Frances Andrews stopped publishing the paper in 1959 due to lack of advertising revenue.

The same year, Harry Ingram started the **Carmel Valley Sun**, but it didn't last long. Instead, in December 1959 Dick Wilson published the first edition of the popular **Carmel Valley Outlook**, which soon filled the gap left behind by the demise of the **News**. The publication was then taken over by Ralph Erion whose editors over time were Don Gomis, Ed Reed, and Reed Nessel. Marion Crush was also an editor and later collaborated with columnist and Carmel Valley Old-timer Joe Hitchcock on a compilation of his nostalgic columns focused on his childhood growing up in the Valley. In 1962 William Norton purchased the **Outlook**, with Betty Branch as Editor.

The **Outlook** merged with the **Carmel Pine Cone** in April, 1981 and by December of the same year, Debra Saxton founded the new **Carmel Valley Sun**, which at first was distributed monthly. Dick Heuer purchased the **Sun** in 1986, publishing every two weeks. In 1989 Stan and Isabelle Hall purchased the paper, making it a weekly



publication and giving it a new name, the **Weekly Sun**. The Halls renamed it the **Carmel Sun**, thinking it would attract a greater audience beyond Carmel Valley. The Halls closed the paper in 1994 when they retired to Arizona.

19 Years of the CV Outlook Are Now Online

The Carmel Valley Historical Society is pleased to hold in its archives a large collection of all these former publications. The **Outlook**, now digitized, with scanned copies ranging from 1962-1981, are now available to read and research on-line at the Society's website: carmelvalleyhistoricalsociety.org. As time and funding permit, other publications in the archives will be scanned and added to our growing collection of the Carmel Valley publications that once delighted the local readership.

(Hitchcock from page 1)

Work for women in the home was just as demanding as for the men in the fields. Besides household duties they could also drive a wagon and butcher as well as the men.

Food was plentiful, to include pigeons, duck, and wild hogs. Everyone had chickens, and whenever ranchers went to town, they would take a case of eggs to trade for groceries. Fish were abundant in season as well. "The swollen river had a good run of steelhead. One afternoon while playing along the creek in Hitchcock Canyon, we saw two fish lazily swimming in a small pool. We ran home and told mother. Having no spear, she got a pitchfork and hurried to the water's edge and caught a fish that weighed between eight and nine pounds. Our neighbor Chester Holton came along carrying his trusty Winchester rifle and he rode herd on the other fish. We would hear a shot or two and very shortly he arrived with two more fish. We spent many memorable, cold nights at the mouth of the river practicing our fishing skills."

Because it was four hours' driving time by horse and wagon to either Salinas or Monterey, newsstands, bookstores, or libraries, were scarce. Reading matter came from the local school library and parents would borrow books to take home and read to the children. Newspapers came by subscription, the most popular were the San Francisco Weekly Examiner or the Salinas Weekly Index. "If we were fortunate, we also had the Youth's Companion. It was a cause of celebration to receive something in the mail. I remember how the Post Office at White Oak Plaza looked, as we gathered there on the red-letter days, Monday, Wednesday and Friday."

Another exciting adventure for the Hitchcock children was to try and avoid an infamous Bil-

ly goat and his nanny that roamed the hills east of Rancho Carmelo. "That old Billy seemed very bitter against the pioneers who came in contact with him." Joe recalled. "He would charge with great speed and blood in his eyes. Of course, if you were on horseback, you could outdistance him, but if you were on foot, you were safe if there was a convenient tree to climb. When he gave up and ambled off, the safest thing to do was to wait until he was out of sight, and then beat it for home."



Carmel Valley's Own—Joe Hitchcock

ly goat and his nanny that roamed the hills east of Rancho Carmelo. "That old Billy seemed very bitter against the pioneers who came in contact with him." Joe recalled. "He would charge with great speed and blood in his eyes. Of course, if you were on horseback, you could outdistance him, but if you were on foot, you were safe if there was a convenient tree to climb. When he gave up and ambled off, the safest thing to do was to wait until he was out of sight, and then beat it for home."

For Thanksgiving, "We were not always able to get turkey, so chicken substituted. Turkeys were raised in the Jamesburg district and a large cage was built on a lumber wagon and turkeys were sold on the street. In those days you killed, plucked, and dressed your own birds as there were no butchers nearer than Monterey or Salinas."

One Christmas confined the Hitchcocks to the indoors when the Valley was blanketed with a heavy snow layer. "My Dad took the mattresses off the beds and made our beds on the floor in front of the fireplace and kept the fire going all night to keep us warm. Our only heat and warmth was provided by the old reliable wood range and open fireplace."

As with Thanksgiving feasts, Christmas was not always celebrated with a fat roast turkey. "Sometimes a leg of pork or venison played a prominent part, along with the other goodies, pumpkins, mince and apple pies. We always had a big pudding called 'Duff.' In those days there were no midnight masses, as distances did not permit driving 18 or 20 miles to services."

Joe recalled one Christmas when his father gave him a little saddle. "That saddle was a Christmas present. It was handed down to the younger children and it was worn out. We didn't have as many toys in those days as children have

(Continued next page)

(From previous page)

today. But our toys were made of stronger material. I still have one present given to me by my grandmother, Loretta Meadows, and which has lasted all through the years. The Christmas of 1894 I got a mowing machine with two black horses and a driver, all of cast iron. My brother Ike got a rake with one black horse and my brother Jim was given a fire engine with a little bell."

One of Joe's favorite holidays was curtailed. "In those days, Easter Saturday to us was the Hal-lowe'en of today, with all the pranks but without pumpkins, masks or cornstalks. The favorite pastime was dismantling wagons and buggies and reassembling them on top of somebody's barn or home. At that time, it was called 'El día de San Jusas' until Father Casanova pleaded that the custom be discontinued as it was a desecration to our Lord."

When he was 13 years old, Joe attended his first Fourth of July celebration, held in Monterey in 1894. "It was quite an event for me to see the parade with a band all made up of local boys and headed by Spiry Duarte on a white horse as Grand Marshal. The fire departments Number 1 and 2 paraded with their hook and ladder carts. Something novel at that time was when Ted Berwick of Carmel Valley raced in his new safety bicycle against a professional from Chicago. Floats were designed and made for horses and wagons."

For the young teenage Joe, life would soon take on new meaning, as his father was transferred to Rancho Pescadero (Pebble Beach) and a big change of scene for the Hitchcock family. 🏠

Booze at Rancho San Carlos?**By Jeff Ohlson, CVHS Historian**

This article was found in the June 22, 1931 issue of the Salinas Index Journal newspaper. Booze was illegal then, but it was a big business in the Prohibition Era.

The U.S. depression and prohibition years were tough to live through, and making liquor was one way you could earn a living – unless you got caught, and was quite a cat and mouse game. Many such stories like this never made the news, but this was a huge still and it made the local newspapers. There is another unpublished story of a prohibition liquor making operation just east of Carmel Valley Village on Rancho Chupinos. Locals called it the "drunken canyon."

Sheriff Finds Huge Still On Valley Ranch

Believed to be one of the principal sources of San Francisco liquor, a gigantic still, capable of producing 2000 gallons of high proof alcohol every 24 hours, was discovered in Carmel valley Saturday night by Sheriff Carl H. Abbott, and Deputies D. F. McKinnon and Alex Bordges.

The still, located on property said to be owned by George Gordon Moore, wealthy breeder of polo ponies, and leased to F. Gozzie, is the largest ever found in Monterey county, and one of the largest ever seized by officers in any part of the state. Although in an isolated district, the still was only three miles from Carmel.

The huge "alky" factory was housed in sunken buildings whose roofs were flush with the earth, the roofs being camouflaged under brush and trees to avoid detection by aviators. Dense willows further screened operations.

Fifty thousand gallons of mash were confiscated by the raiding officers, together with approximately 100 gallons of 190-proof alcohol, two gigantic copper stills and other paraphernalia. Today

(Turn To Page Five)

(Continued From Page One)

the work of dismantling the plant, valued at more than \$25,000, was started.

At current market prices, the illicit liquor produced at the plant brought daily returns estimated at \$7000. Sheriff Abbott declared that many touring cars and trucks had been recently observed driving north from the valley, indicating that the beverage had been taken to the bay city region for distribution.

It is believed the still had been in operation for only a few months. Many of the fixtures gave evidence of comparatively recent purchase.

Shortly after dusk Saturday Sheriff Abbott and his two deputies descended on the Gozzi ranch. Owing to clever concealment of the still, some time elapsed before its discovery was made. When the officers rushed the plant, the boilers were found to be hot. The operators were believed to have departed only a few minutes earlier. A statewide search was under way today for owners of the distillery.

The plant was electrically lighted and operated. There were 10 storage tanks, 10 feet high by 30 feet in circumference, and rectifiers 30 feet high. A virtual mountain of sacked sugar was found, together with thousands of empty sugar sacks. The plant was believed to be operated 24 hours a day.

Sheriff Abbott and his deputies today were receiving congratulations on the record "catch."

Thanks go to Shelley McFadden, Program Director and Assistant Genealogy Researcher at the Monterey County Genealogy Society for bringing this to our attention.

**Carmel
Valley
Historical
Society**



cvhs3@live.com

(831) 659-5715

PO Box 1612
Carmel Valley, CA 93924

History Center Museum

77 West Carmel Valley Road

SATURDAYS 1-4

SUNDAYS 11-2

Board of Directors

Kim Williams, President

Gary Tate, Vice President

Dave Terdy, Treasurer

Cherie Ohlson, Secretary

Elizabeth Barratt, Recording Secretary

Jane Chaney, Member

Jeff Ohlson, Member

Ellsworth Gregory, Member Emeritus

HISTORIANS

Elizabeth Barratt

Jeff Ohlson

Newsletter Production

Kim Williams



Carmel Valley History Center
carmelvalleyhistoricalsociety.org



. Donations can be sent to
Carmel Valley Historical Society
PO Box 1612
Carmel Valley, CA 93924.
or at
carmelvalleyhistoricalsociety.org

The *Carmel Valley Historian* is published quarterly and distributed to its members, supporters and interested parties by the Carmel Valley Historical Society, a 501(c)(3) nonprofit organization, established in 1987 and incorporated in 1988 in California.

CARMEL VALLEY HISTORICAL SOCIETY
PO BOX 1612
CARMEL VALLEY, CA 93924-1612
RETURN SERVICE REQUESTED

PRESORTED STANDARD
U.S. POSTAGE
PAID
SALINAS, CA
PERMIT NO. 164

UPCOMING EVENT

Saturday, December 9
CVHS Annual Christmas Party and
10th Anniversary Celebration
of the Opening of the MUSEUM
4:00-6:00 PM at the History Center

The Whacky World of the Historic Airfield Marker By Jeff Ohlson

This is a shout out for CVHS volunteer Jane Chaney and her willingness to weed whack around the vintage airfield marker above the P.O. parking lot. She does this about twice a year to keep the marker area free of weeds for viewers of the marker – one of the lesser-known jobs at the History Center!

You too can volunteer your time and talents – even if you wish to avoid Jane's Weed-Whacky World!



Before



After